PELLIKAAN TIMING - STINGRAY

A modular mechanical watch

Pellikaan Timing is a one-man business based in Utrecht. The company is one of the very few Dutch companies that design and sell mechanical watches. The goal of the graduation project was to create a watch that provides a new direction for company portfolio.

In order to create a competitive advantage, the watch was given a functional innovation in the form of modularity. The watch has a button on the left side that allows the bezel of the watch to be removed and replaced for another. This modularity allows the owner to change the face of his watch with a simple slide of a button.